

Annual Report April 2007

- i. School and Community Demographics**
 - a. Our city has more than 125000 inhabitants. It is the most central city of Albania. It is one of the oldest cities of Albania, starting its history on the 1st century BC. The population is relatively young. The level of unemployment is relatively high and the economic development is not so high. Most of the businesses operating in Elbasan are micro and small businesses.
 - b. The university of Elbasan “Aleksander Xhuvani” is founded on 1975 as a historical persistency of the historical School “Normale” of Elbasan founded on 1909 with the aim to prepare teachers for all the Albanian territories. The University has 12000 students, and the Economic Faculty has round 2000 students.
- ii. Team History**

SIFE Elbasan is founded on 2004 and it has been participating on the same year as watcher in the 2004 National Competition in Saranda. We have been participants in the National Competition on 2005 and 2006 and on 2006 we were awarded the Team Spirit “Rocky”. Our SIFE actually has 34 registered members for this Competition and 45 registered members planning to participate in our activities.
- iii. SIFE Team Mission**

Our mission consists in promoting students economic knowledge in the regional and local business environment and enable students to be practical and introduce themselves in the labor market.

Our goals for 2007 are:

 - a. Increase the number of SIFE activities
 - b. Increase SIFE membership with more than 60 members till the end of the year.
- iv. Project Description**

The first project - Underground Internet Café - addresses all the six SIFE Criteria. Project Need. Considering the situation on the business of this Café, analyzing its business in details we found that changing its plan on the placement of the computers and changing the theme, atmosphere and image, as well as promoting this to the customers, we could reach better results, almost doubling the revenues. We have already done the restructuring of the unit and working on the customers to increase their frequency of consumption.

The second project - Amici Bar - also addresses all the SIFE criteria. The Project consists in improvement and change of the bar structure from Bar to Snack Bar, adding other articles in its menu. At the end of this enterprise we expect to increase frequency and profit as well, and of course expanding its market segment.

The third project - BOVA Bee Products - we still fulfill all the SIFE Criteria. The project this time deals with a big firm, and we are doing a market and customer research to understand the problems the firm is facing on the productive sector, and suggest our plans on how to increase market segment, revenues, market channels and train the firm’s staff on this issues to ensure sustainability.



The fourth project - TORE Sausage production and sale - we fulfill all the SIFE criteria.

The project consists in business analysis, Market and customer research, cost and benefit analysis on resource allocation, business planning and marketing techniques to penetrate the Elbasani market. The expected incomes of our enterprise are increase in the market share for the firm, better understanding on basic business planning and increase in the profits and the resources’ yield.

v. Future Plans for these Projects

We have already finished the most of the activities for the first project and we are continuing with the three others. We are planning to start two more projects in the coming days.

vi. The Support Structures

We are supported this year by more faculty advisors covering different scientific areas as follow:

Ilir Bejtja	First Faculty Advisor	Marketing
Altin Idrizi	Faculty Advisor	Finance
Katerina Marku	Faculty Advisor	Economics
Nada Krypa	Faculty Advisor	Management
Blendi Himci	Faculty Advisor	Business Law
Shetim Cerri	Faculty Advisor	Marketing

As for Media we are in continuous contact with the local media; Egnatia TV, Skampa and Dardan.

Regarding funding we do not have other support than UE funds.

The team has the Managing Board by whom depend the teams for each project and the consultative body compound by the group of the Faculty Advisors.

vii. Future goals and remarks

Our future goals consist in:

- a. Developing more projects enhancing the entrepreneurship capabilities of the students, preparing them to enter in the labor market.
- b. Involving more students from the Faculty and the rest of the University in our projects
- c. Increasing the contacts with the business environment

Our future vision is to be able to develop real business and entrepreneurship situations, becoming entrepreneurs and being between the leading line on the development of our Region.

